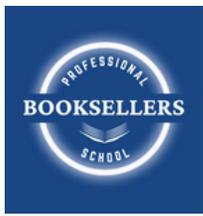


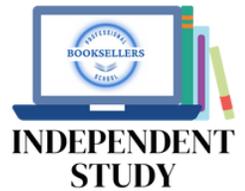
Basic Bookselling

Bookseller Tools & Resources

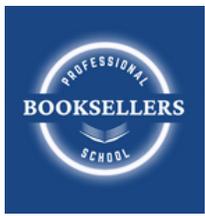
- **Basic Bookselling Terms & Definitions**
- **Helpful Links**
- **Book Awards**



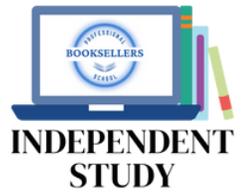
Basic Bookselling Terms and Definitions



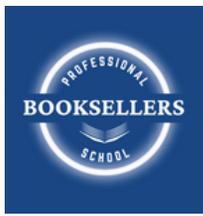
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| ABACUS report | A financial benchmarking report that allows ABA bookstores to measure their financial success against peers within the industry |
| Advance Orders, or Pre-Orders | Pre-publication special orders |
| American Booksellers Association (bookweb.org) | National trade association that represents and works to advance the mission of member stores |
| ARC, F&G, Blad, Galley | Advance reader copy, Folded & Gathered, booklet of sample pages, final proof, prior to publication |
| Backlist | Books published in previous seasons, usually but not always shelved in section |
| Backorder | An out of stock product that is expected to be delivered by a certain date once it is back in stock. |
| Big 5 | The Big Five publishing houses are: <ul style="list-style-type: none">• Penguin Random House.• Hachette.• HarperCollins.• Macmillan.• Simon & Schuster. |
| BISG | Book Industry Study Group which works to increase efficiencies, system-wide, and keep up with digital innovations, among other things |
| Blurb | A promotional quote or short review, praising a book, and used in advertising both on the book and in publicity |
| Board book | A book usually for small children with pages composed of heavy cardboard |
| Book Buyers Handbook | ABA-provided resource tool which includes current publisher information for ordering and returns, etc.. |



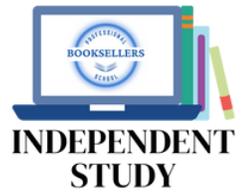
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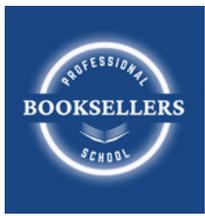
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| Bookplate | An insert, with a glue backing that can be placed in a book, either with author's signature, or one for the reader to sign as part of their personal library |
| Booktok | A segment of TikTok that promotes, discusses, and drives sales of books |
| Buyer | One or many person/people who work with sales reps to purchase lines of inventory for the bookstore |
| Clothbound/ Hardback | A book bound in cloth, leather, or the like, over stiff material |
| Delayed Billing | The payment due to the publisher for the book is delayed beyond the typical 90-day period |
| Deckled Edge | Natural or sometimes artificial rough edge of page, left uncut. |
| Dust Jacket | An exterior wrap that covers the clothbound book |
| Ebook | A digitally formatted book, like a contemporary mass market book, created for convenience and cheap to produce and purchase |
| Embargo | An embargo means that the publishing company won't release advance copies of the book to the media—and that if members of the media do get a copy of the book before its publication date, they're not allowed to review it before that date. |
| Endpaper | Paper, often of coated stock or marbled paper or otherwise "fancy" paper, with one half pasted to the cover; used primarily to give a finished appearance to the binding. |
| Endcap | In retail marketing, an endcap or end cap is a display for a product placed at the end of an aisle. It is perceived to give a brand/product a competitive advantage. |
| Event Coordinator | Manages the event calendar, works with authors and publicists to create engaging events that bring the community together |
| Event Grid | A list of authors of upcoming titles that publishers are planning on sending out on tour. |



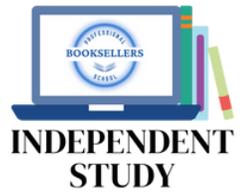
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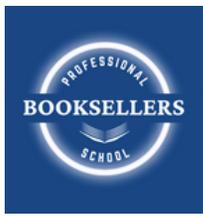
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| Fiction | An overarching genre of literature which includes many subgenres -- fantasy, horror, slipstream, sf, romance, steampunk, literary, historical, etc... |
| First Edition | A first printing of a book that collectors prefer and hold more value over time than later printings |
| Flap | NOUN The portion of a book cover or cover jacket that folds into the book from front to back. VERB When a book seller is asked to flap books it usually means to tuck the page across from the signing page under the jacket flap so the author can easily sign the book with out having to turn and look for the signing page. |
| Floor | The location in a retail store where goods are displayed and sales transactions take place. |
| FrenchFlaps | The inward-folded extention the cover of a softcover (paperback) book. |
| Frontline Bookseller | Works directly with customers to sell books and manage the point of sale |
| Frontlist | New books publishing in the current season, usually but not always displayed on tables |
| General Manager | Individual responsible for making sure the duties and responsibilities of the store are being met; keeps the machine greased and moving |
| Glossy, Matte, Textured, Die-cut | Various coatings on covers of books used for protection and promotion |
| Half-Title Page | A page carrying nothing but the title of a book. (See also: Title Page) |
| Handselling | The strategy of recommending a book (named for placing it in a customer's hand) leading to the sale of the recommended book. |
| Hurt | An unsaleable or discount book that has been damaged but is still readable. |
| Imprint | An imprint of a publisher is a trade name under which it publishes a work, with unique editorial staff and mission |
| Independent Publisher | A smaller, typically mission-based publisher that is not wholly owned by another publishing company. |



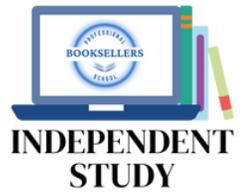
Basic Bookselling Terms and Definitions



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| Indie Next Nomination | The Indie Next List is a curated list of books recommended by independent booksellers. To nominate, in 280 characters or less, describe the book how you would to a customer or friend. |
| ISBN | International Standard Book Number, or how a book title is uniquely identified |
| Launch Party | A party that celebrates the launch of a new book. |
| Library Binding | A book bound with a reinforced spine and binding in order to increase the book's lifespan |
| List Price | The publisher's suggested retail price |
| Literary Forms | Poetry, drama, nonfiction prose, fiction prose, folktale |
| Literature | Written works -- includes fiction, and other literary forms, and nonfiction |
| Mass Market | A softbound book that is smaller in trim size than a trade paperback, and can fit in your jeans pocket, also known as a pocket-sized paperback |
| Midlist | Book that is not a top priority of publisher, might not receive media, reviews, or publicity attention |
| National Book Foundation | A national nonprofit whose mission is to promote the book, reading, and literacy, through programming and annual awards. |
| Net Price | The price of a book minus the publisher cost. The actual price of a book to the bookstore. |
| Non-fiction | Literature written with fact, information, or truth as its basis, claim, or ambition |
| Notions | Like stationery, a subset of sidelines of a smaller nature -- buttons, knick knacks, thingamabobs, etc. |
| On Sale Date | The date a book is scheduled to be placed on display and made available for sale to the general public by retailers and dealers. |
| Out of Print | No longer available to be ordered from publishers or distributors, only found at secondhand sources |



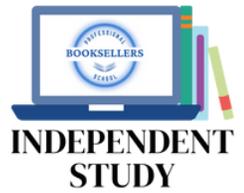
Basic Bookselling Terms and Definitions



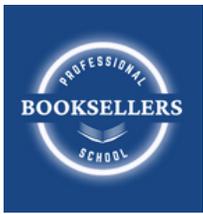
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| Out of Stock Indefinitely | No copies remain for purchase but the publisher has not decided to push the title to out of print |
| Paper Over Board | Paper covered cardboard. The paper outer is ideal for printing photo quality artwork in a variety of finishes. The cardboard provides rigidity |
| POS | Point of Sale system, like Bookmanager, Booklog, Square; where the sale happens records kept |
| Print on Demand | The process of printing books in small batches, usually used for backlist and self-publishing, and of inferior quality to other methods of printing |
| Public Domain | A book which can be legally printed by anyone as the publishing rights are now public |
| Publication or Release Date | The publication date of a book, when it is released to the public, without tight restriction |
| Publicist | Generates and manages publicity for a book and/or an author. |
| Publisher Discount | The percentage amount the publisher subtracts from the list price to get the net price, which the bookstore pays |
| Regional Bookseller Associations | Trade associations (8 groups that cover different states) that represent and work to advance the mission of member stores, NAIBA, MIBA, GLIBA, SEIBA etc |
| Remainder | Noun and verb -- print overruns, and returned stock from booksellers, which are sold at sale prices and the process of selling them. |
| Rep Group | A company represents a number of publishers and helps bookstores identify which books from those publishers will sell well in their stores. Some rep groups work on commission with their publisher clients -- these are known as commission reps. |
| Restock | To provide, obtain, or keep a stock or supply of a product. |
| Returns | Both noun and verb -- the process of returning books to publishers for credit, and the books thus returned. |



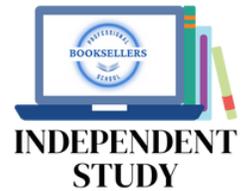
Basic Bookselling Terms and Definitions



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| Returns and Receiving | Works in conjunction with the buyer to manage the inventory, bringing in new merchandise (receiving) and sending out old merchandise (returning) |
| Sales Rep | An individual who works for a publisher or rep group, whose job is to recommend forthcoming titles they believe will sell well in that store. |
| Self Publishing | A slippery and time-honored tradition, of paying for the publication of your own books and often creating your own imprint for it. |
| Short Discount | A lesser discount offered by publishers on books that are expensive to print. |
| Title Page | The page inside a print or eBook that includes the full title of the book and usually the author and publisher. (See also Half-Title Page.) |
| Sidelines | Anything sold that is not the main thing you are selling, so in a bookstore: non-book sale items like merch, cards, puzzles, and games |
| Stationery | Journals, paper goods, notebooks, and other non-book, writing related items |
| Stock offer | Special discount terms offered by publishers at certain times of year to increase store stock levels |
| Street or Laydown Date | The on sale date of a new book, not to be displayed or on the sales floor prior to the street date |
| Trade Paperback | A softbound book that is larger in trim size than a mass market book, often made of better paper |
| Vanity Press | A company that publishes books at a cost to the writer. |
| Vanity Publishing | A type of self publishing where you pay a press/printer with its own imprint to publish your book |
| Wholesaler | A middleman company that sells books from many different publishers. |



Helpful Links



Terms

Publishing terms

<https://www.writersdigest.com/publishing-insights/common-publishing-terms>

Bookjob terms <http://bookjobs.com/commonly-used-terms>

Book Industry Companies

Edelweiss

https://help.edelweiss.plus/?st_kb=booksellers-navigation-webinar-for-frontline-booksellers

Ingram iPage <https://ipage.ingramcontent.com/ipage/auth/login>

NetGalley <https://www.netgalley.com/>

Organizations

American Booksellers Association (ABA) <https://www.bookweb.org/>

BINC Foundation <https://www.bincfoundation.org/>

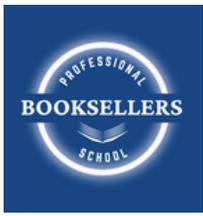
Free Speech Advocacy:

American Booksellers Foundation for Free Expression (ABFE)

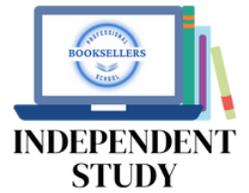
<https://www.bookweb.org/abfe-free-speech>

PEN American <https://pen.org/>

National Coalition Against Censorship (NCAC) <https://ncac.org/>



Helpful Links



Regional Trade Associations

CALIBA - California Independent Booksellers Association
<https://caliballiance.org/>

GLIBA - Great Lakes Independent Booksellers Association
<https://www.gliba.org/>

MIBA - Midwest Independent Booksellers Association
<https://www.midwestbooksellers.org/>

MPIBA - Mountains and Plains Independent Booksellers Association
<https://www.mountainsplains.org/>

NAIBA - New Atlantic Independent Booksellers Association
<https://www.naiba.com/>

NEIBA - New England Independent Booksellers Association
<https://newenglandbooks.org/>

PNBA - Pacific Northwest Booksellers Association
<http://www.pnba.org/>

SIBA - Southern Independent Booksellers Association
<https://sibaweb.com/>

E-commerce

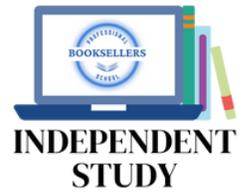
Bookshop.org <https://bookshop.org/>

Indiecommerce https://www.bookweb.org/eCommerce?utm_source=BookWeb-Nav

Libro.fm <https://libro.fm/>



Helpful Links



Year of Events

Indie Bookstore Day

<https://www.indiebound.org/independent-bookstore-day>

Bookstore Romance Day

<https://bookstoreroanceday.org/>

Children's Book Week <https://everychildareader.net/cbw/>

Indies First <https://www.indiebound.org/indies-first>

Small Business Saturday <https://www.sba.gov/about-sba/organization/sba-initiatives/small-business-saturday>

Publications, Newsletters & Journals

Shelf Awareness <https://www.shelf-awareness.com/>

Literary Hub <https://lithub.com/>

Publisher's Weekly <https://www.publishersweekly.com/>

(Here you can opt in for their general newsletters as well as Children's Bookshelf their kids specific newsletter).

Regional Newsletters - Once you are a member of a regional association you will be able to opt in for their newsletter.

ABA BTW <https://www.bookweb.org/news/masthead>

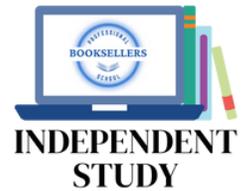
Publisher Newsletters - Most publishers send out newsletters either via individual sales reps or a director of sales. You can ask your rep to be added to the list to receive these emails.

Independent bookseller newsletters

<https://www.theindependentbookseller.com/>



Book Awards



Adult Awards

The Booker Prize (aka Man Booker Prize)

The Booker Prize for Fiction promotes the finest in literary fiction by rewarding the very best novel of the year written in English. The prize is the world's most important literary award and has the power to transform the fortunes of authors and publishers. These release first a long list and then a short list of nominees, both of which you should track to handsell titles to fans of literary fiction.

National Book Award

First awarded in 1950, the National Book Awards recognize the best of American literature. The Awards are announced in November. Categories include Fiction, Nonfiction, Poetry, and Young People's Literature.

The Nobel Prize

The Nobel Prize for Literature is awarded to the person who "shall have produced in the field of literature the most outstanding work of an idealistic tendency." The Nobel Prize is a huge sales driver, and has an enormous impact on the world of literature in translation.

The Edgar Award

In honor of Edgar Allan Poe, this award is given by The Mystery Writers of America to the best in mystery fiction and nonfiction produced the previous year.

The Bram Stoker Award

This award goes to superior achievement in horror writing as chosen by the Horror Writer's Association.

The Daggers

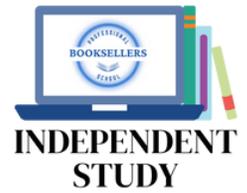
Aptly named for their genre, The Daggers are annual awards given for excellence in crime fiction and nonfiction by the Crime Writers' Association..

The Hugo Award

This award is chosen by the current members of the World Science Fiction Convention.



Book Awards



Nebula Awards

Members of the Science Fiction and Fantasy Writers of America (SFWA) choose winners of this award. Fans will come looking for Hugo and Nebula winners, and they make great display opportunities.

NAACP Image Awards for Literature

The NAACP Image Awards honor the outstanding achievements of people of color in the arts. There are eight literature categories; Biography/Autobiography, Children, Debut Author, Fiction, Instructional, Nonfiction, Poetry, and Youth/Teens.

The Kirkus Prize

First awarded in 2014, The Kirkus Prize is one of the richest literary awards in the world, with a prize of \$50,000 bestowed annually to authors of fiction, nonfiction, and young readers' literature.

Stonewall Book Awards and The Lambda Literary Awards

These are presented to books that have exceptional merit relating to the LGBTQIA+ experience.

The Hurston/Wright Legacy Awards

The Hurston/Wright Legacy Awards program honors Black writers for literary achievement. Introduced in 2001, the Legacy Award is the first national award presented to Black writers by a national organization of Black writers.

The Will Eisner Comic Industry Awards

The Eisner Awards are prizes given for creative achievement in American comic books, sometimes referred to as the comics industry's equivalent of the Academy Awards.

RITA Awards

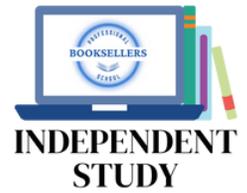
With 13 subcategories, the RITA Awards are a coveted honor for romance novels and novellas. The Romance Writers of America facilitate these annual awards.

Jewish Book Award

The National Jewish Book Awards presented by category, are designed to give recognition to outstanding books, to stimulate writers to further literary creativity and to encourage the reading of worthwhile titles.



Book Awards



Youth Awards

Most of the awards for children's books come through the American Library Association and the winners and honor books almost always become best sellers within a matter of hours of the awards being released. Publishers often sell out, so wise buyers watch the awards over livestream and click "purchase" as soon as the name comes out. Parents often know about the awards as well, so you need to know the medals, what they stand for, and how to use them as a guide to great children's books.

Caldecott Medal - The Caldecott Medal is awarded each year to the illustrator of the most distinguished American picture book for children.

Newbery Medal - The Newbery Medal is awarded to author of the year's most distinguished contribution to American literature for children.

Coretta Scott King Award - This award, commemorating Dr. Martin Luther King Jr. and honoring his widow, Coretta Scott King, has categories for African American writers and illustrators and celebrates the African American experience through artistic expression.

Michael L. Printz Award - The Michael L. Printz Award is an award for a book that exemplifies literary excellence in young adult literature. It is named for a Topeka, Kansas, school librarian who was a longtime active member of the Young Adult Library Services Association.

Pura Belpré Award - The Pura Belpré Award is presented to a Latino/Latina writer and illustrator whose work best portrays, affirms, and celebrates the Latino cultural experience in an outstanding work of literature for children and youth.

Theodor Seuss Geisel Award - The Theodor Seuss Geisel Award, established in 2004, is given annually to the author(s) and illustrator(s) of the most distinguished contribution in early readers for children.

Stonewall Book Awards - The Stonewall Book Awards are presented to English language books that have exceptional merit relating to the LGBTQIA+ experience for children and teens.